MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

19 OCTOBER 2018
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page with **ONE** section only.
2. Answer **ALL** questions.
3. Write all your answers in the ***Answer Booklet*** provided.

STRUCTURED QUESTIONS [50 MARKS]
Instruction: Answer ALL questions.

Question 1 (5 marks)

Communication is a relational process of creating and interpreting messages that elicit a response. Explain the following concepts of communication:

a. Messages
b. Creation of messages
c. Interpretation of messages
d. A relational process
e. Messages that elicit a response

Question 2 (4 marks)

Explain the two main approaches to communication.

Question 3 (6 marks)

One of the key traditions in the field of communication theory is the Rhetorical Tradition. Explain the six characteristics of this tradition.

Question 4 (7 marks)

Theory of Symbolic Interactionism is used to construct and convey interpersonal messages. Explain the key principles of this theory.

Question 5

a. Social Penetration Theory is a theory about the development of relational closeness. Identify six factors that contribute to closeness. (6 marks)
b. Closeness develops through self-disclosure. Explain the concept self-disclosure. (7 marks)

Question 6 (6 marks)

Cognitive Dissonance Theory suggests that, if a person held two cognitions that were psychologically inconsistent, he or she would experience dissonance. This state of being psychologically uncomfortable drives the person to reduce dissonance much as one would attempt to reduce hunger, thirst, or any drive. Explain three basic ways of reducing dissonance?

Question 7 (3 marks)

The phrase "spiral of silence" refers to how people remain silent when they feel their views are in the minority. Based on Noelle-Neumann's conceptual model, describe the fundamentals of this theory.

Question 8

a. Face-Negotiation Theory holds up the idea of maintaining a face according to their cultures. Explain the individualistic and collectivistic culture. (2 marks)
b. Discuss four factors in negotiating face. (4 marks)

End of Paper